Business Requirements Document - Hangout App

1. **Preface**

We are interested in the sociability market because we wanted people our age to develop a product applicable to our generation. We found that it is much easier to connect with people when you have an interest in common.

It will use a database for users and machine learning to determine feeds and user statistics. Ours differs from the market because it revolves around meeting new people as opposed to connecting with people already in our circle.

2. **Summary of Problem and Total Solution**

Social media sites can become too bloated and aren't necessarily a great way to meet new people. It is often reserved for connecting with people you already know. Our product is attempting to put the event, session, or activity in the forefront by showcasing current events rather than searching through random faces.

Group pages on Meetup or Facebook are designed similar to fan pages that may hold many members, but may not hold events to connect with these people in person. These group pages may feature members in the hundreds of thousands, but that doesn't mean that every member in your group will want to hang out.

This app will focus on smaller scale events to help users make connections that matter. Events can potentially have "servers" that allow each user in that event to communicate (via text or voice) with each other.

3. Strategy

Problem	Solution	Value Proposition	Unfair Advantage	Customer Segments
- Users want an easier way to find people with specific hobbies. - Users may feel overwhelmed with the amount of people in other social media group pages. - Other group pages do little to have users interact with each other. They could be part of the group and not speak to anyone.	- Users will be able to create or sign up to events scheduled. - Users do not have to stay in set groups if they do not want to. - Users can select a wide variety of events to create. Will not be limited to a single sport or hobby.	Hangout is an event app that puts your event in the spotlight; make meaningful connects with the people you meet.	- Will attempt to create an instant messaging/voice group chat for events that have been confirmed. Facebook or Meetup cannot do this with small groups. - Will track a user's "commitment" level to events they sign up for.	- University students - Introverts - Gamers - People that want to start clubs - Students that want to create meet-ups or clubs outside of their schools.
Cost Structure	**Key Metrics**		**Channels**	**Revenue Stream**
-	- Number of events being created. - Number of users attending events and posting photos of the event. - User participation. The willingness of a user to attend an event. Will be tracked by the webapp, will not be left to users to rate other users.		- Word of mouth - Work with student clubs that want to create events. - Offer people that want to post services (tutoring, selling) incentives to use our webapp.	- Ad revenue - Users can opt in for an ad-free premium subscription. - Potentially get a portion of the sales from users attempting to sell items/services using our app.

4. SWOT

Strengths

Product Integration - Our product can be integrated with existing social processes rather easily, allowing people to use our product on social sites and connect our product with their existing social network.

Market - There is a large market that our product can occupy, and many use cases for that market to apply and utilize our product.

No Direct Competitor - There does not exist an exact product or combination of products that does exactly what our product is anticipated to do. Some have events, but do not have connections between people doing events together.

Weaknesses

Small - We are only a small team of developers without design, business, or finance experience. However, we're competing against large, established companies with a lot of resources.

Lack of Reputation - Not being an established company or product will make users wary to using our product, and also makes it difficult to establish consistent users.

Opportunities

Area Growth - Given that we are creating a product that can tap into a large market of customers, this gives a lot of potential opportunities for our product to become popular within various communities and social groups.

Technological Dependence - As people's lives become more integrated with the internet of things, that creates an even larger demand for our product because of how it connects people together.

Threats

Easy Replicable - Seeing as that we are competing with companies like Facebook, and Meetup who are established with a lot of revenue and ability, it would not be difficult for them to replicate our product and push us out of the market.

5. Primary Market Research

Two questions for each feature.

"If (feature) was present, would you..."
"If (feature) was absent, would you..."
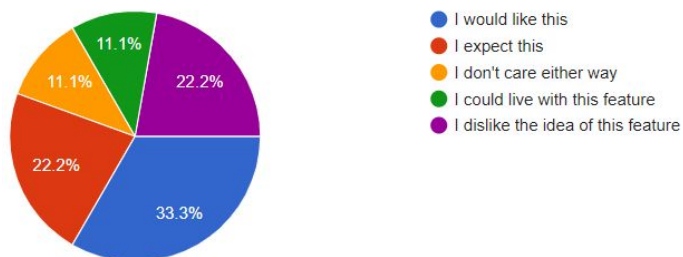
Like = 4
Expect = 3
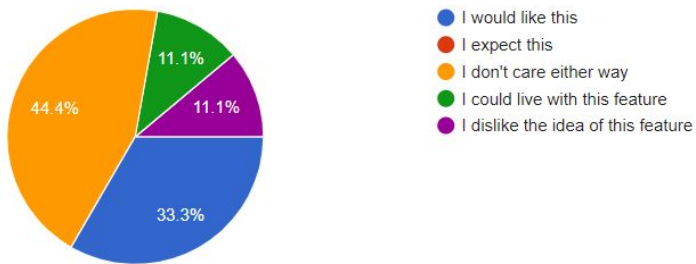Don't Care = 2
Live With = 1
Dislike = 0

- Average the numbers and plot a point per feature for the Kano model. The x-axis is feature absent y-axis is feature present.
- Compare to "User Feedback Classification." Aim to implement "must have" features first, followed by "performance", and then "wow factors."
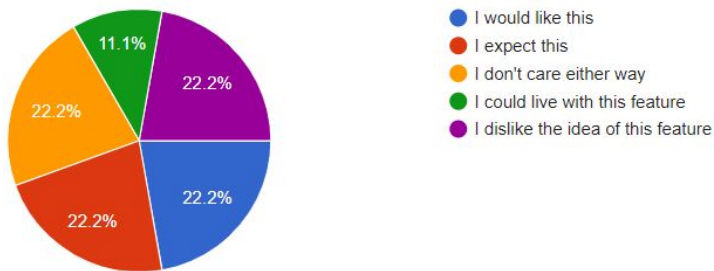
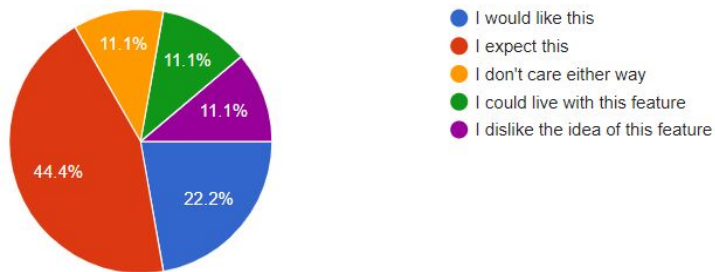A filter to separate free or money related events.
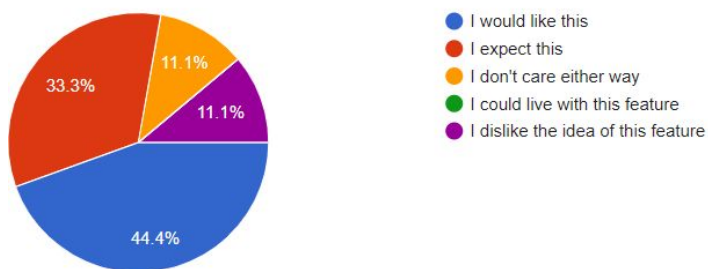
An option for voice chat.

- I would like this
- I expect this
- I don't care either way
- I could live with this feature
- I dislike the idea of this feature

44.4% — 11.1% — 11.1% — 33.3%

Subscription to remove advertisements.

- I would like this
- I expect this
- I don't care either way
- I could live with this feature
- I dislike the idea of this feature

11.1% — 22.2% — 22.2% — 22.2% — 22.2%

Persistent friends.

- I would like this
- I expect this
- I don't care either way
- I could live with this feature
- I dislike the idea of this feature

11.1% — 11.1% — 11.1% — 44.4% — 22.2%

Instant events.

- I would like this
- I expect this
- I don't care either way
- I could live with this feature
- I dislike the idea of this feature

33.3% — 11.1% — 11.1% — 44.4%

User statistics (such as attendance rates).

- I would like this
- I expect this
- I don't care either way
- I could live with this feature
- I dislike the idea of this feature

44.4%
11.1%
11.1%
33.3%
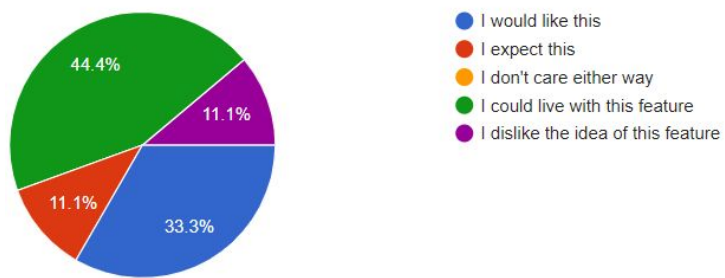
Allowing for larger groups (clubs).

- I would like this
- I expect this
- I don't care either way
- I could live with this feature
- I dislike the idea of this feature

11.1%
11.1%
66.7%
11.1%
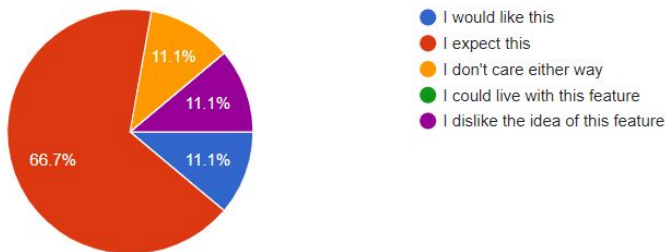
Automatically renewing events (weekly, monthly, and more).

- I would like this
- I expect this
- I don't care either way
- I could live with this feature
- I dislike the idea of this feature

11.1%
11.1%
77.8%

Activity feeds.

- I would like this
- I expect this
- I don't care either way
- I could live with this feature
- I dislike the idea of this feature

22.2%
22.2%
11.1%
22.2%
22.2%
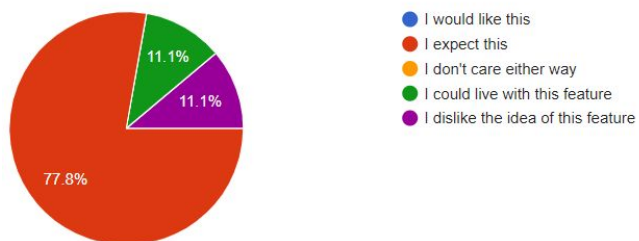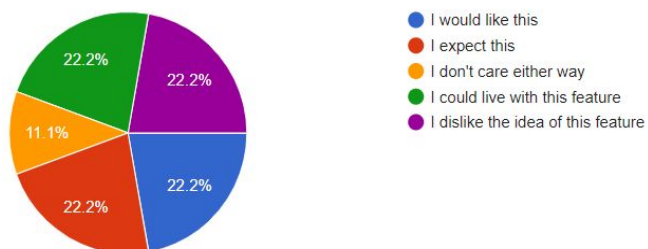
There were roughly 90 responses recorded by spread through social media, which is our target market.

Must have features:

Persistent Friends.

Instant Events.

Clubs.

Automatically renewing events.

Bonus features:

For money events.

Premium Subscription.

Low priority features:

Activity feed.

User Statistics.

Voice chat.

6. **Secondary Market Research**

MeetUp:

Meetup is a group focused event scheduling website.

Meetup allows users to search for groups based on categories.

42% of traffic comes from social media links.

27,057,367 visits for August 2019

Facebook Events:

700 million people use Facebook events to market their events.

35 million people view a public event on Facebook every day.

49.40% of traffic comes from social media links.

The average number of friends on Facebook is 338.

Calandly:

Calandly is focused on appointments and provides RSVP options.

Calendly offers a one-click option to add the appointment to Google Calendar.

Calendly offers options for teams.

Calendly appeals to professionals more than regular consumers.

Calendly offers many integration options.

Calendly offers event owners to collect payments using credit card or PayPal.

8,470,973 visits for August 2019

7. Commercialization Strategy

We can commercialize our product by promoting our product within organizations or communities in order to create an initial customer-base. Additionally, we can leverage pre-existing social media platforms like Facebook, Twitter, and Instagram by spreading our product through those platforms.

Influencers are incredibly prevalent in the social media culture, so utilizing influencers to promote and spread our product are a large part of commercialization strategy. If influencers promote their own events using our product, it will generate more traffic and profiles on our platform leading to more consistent users.

8. Monetization Strategy

Our monetization strategy is largely dependent on the amount of users that we have. Due to the large market and growth opportunities that exist for our product, it would be sufficient to sell advertisements on our platform.

This model and strategy is proven to be effective, given the success of companies with similar monetization strategies such as Facebook and Google. This method of monetization is directly correlated to the amount of users of our product, thus placing a larger emphasis on bringing people to our platform, and creating consistent site traffic.

9. Appendix

User persona. Address at least one of the user personas in your market segment exercise.

Persona 1: Michael

Age: 32

Background:

Michael is a 32 year old man who is married, with two children. He works full-time, as does his spouse. In college, Michael used to be a competitive volleyball player but since which has not played the sport that he had grown up with. With his marriage, children, and job taking up a large part of his time, Michael has very little free time but wishes to start playing volleyball again as he did in college. However, because of his dedication to family and work, Michael knows nobody who plays volleyball, and definitely doesn't know eleven other people to start a game with.

Goals:

Michael wants to find a group of people who can meet consistently to play organized volleyball together. These people need to be around the same level as him so that they can have fun and competitive play.

Challenges:

Michael doesn't know any volleyball players, and doesn't know where to start in finding people to play with. In addition to his busy schedule and multitude of responsibilities, Michael doesn't have a lot of time to join leagues.

Persona 2: Jim

Age: 18 Full-Time Student

Jim is just starting his first semester at CSULB and doesn't know where to make any friends. The University will host a club rush week, but Jim wasn't too interested in the choices being offered. He's really shy and breaks out of his shell when he's playing his favorite games. He knows that most college students play the popular titles like Super Smash Brothers or Call of Duty, but he's looking for a group of people for a not as popular offline game that he enjoys.

Persona 3: Pam

Age:22 Server/Part-Time Student

Challenges: Pam is a server and with her hectic work/school schedule, she finds it hard to stay motivated to get in shape. Most of her friends are just as busy as her and their schedules might not align very well. She wants to find a running buddy with the same schedule as her.

How our app could help: Pam can post events on our site, recurring or not, to schedule running "events" to find other users that want to run when she can. She loses the need to rely on someone else's schedule and has a running buddy weekly.

Persona 4: Dwight
Age: 40 Paper Salesman

Challenges: Dwight needs to sell his old DVDs of Battlestar Galactica but cannot find buyers. He could ask around or set up flyers, but being a busy paper salesman, he cannot find buyers in time. He is trying to avoid trading them in at major retailers because he feels that he will get ripped off.

How our app could: With our webapp, Dwight could make an event and treat it as a virtual bulletin board to attract sellers to his DVDs.